AMENDMENTS TO THE CLAIMS

1. (Currently Amended)   A method of selecting one or more colors, said method comprising:

providing a "hue and light grid" (HLG) comprising a plurality of colors, wherein said HLG is divided into "basic color families" (BCF), each BCF comprising ~~including~~ at least one primary color, and wherein each column ~~vertical row~~ of said HLG comprises ~~is~~ a "basic color family row" (BCFR);~~, and said method comprising the following steps:~~

~~(1)~~   selecting a location to be colored;

~~(2)~~   selecting a BCF, comprising a range of colors, ~~a range of colors~~ from said HLG, the BCF corresponding to a first user preference ~~said range of colors corresponding with a first one or more user preferences to basic colors and said range of colors being a BCF~~;

~~(3)~~   associating a functionality value with said location;

~~(4)~~   ~~using said functionality value to~~ targeting a first set of selected rows and selected columns within said BCF based at least in part on said functionality value~~, said first set of selected rows and selected columns being within said BCF which corresponds with said range of colors selected in step (2)~~;

~~(5)~~   associating an "amount of light" (AOL) value with said location;

~~(6)~~   ~~using said AOL value to~~ targeting a second set of selected rows and selected columns based at least in part on said exposure value~~, said second set of selected rows and selected columns optionally being a subset of said first set of selected rows and selected columns~~;

2

(7)   associating an exposure value with said location;

(8)   ~~using said exposure value to~~ targ_ing_ a third set of selected rows and selected columns~~, said third set of selected rows and selected columns optionally being a subset of said second set of selected rows and selected columns~~;

(9)   selecting a spatial emphasis~~, said spatial emphasis~~ corresponding _to a_ _second_ _user preference associated with an_ ~~with one or more user preferences to either enhance or overcome~~ inherent spatial limitation[[s]] associated with said location; _and_

(10)   ~~using said spatial emphasis to~~ targ_ing_ a fourth set of selected rows and selected columns _based at least in part on said spatial emphasis_~~, said fourth set of selected rows and selected columns optionally being a subset of said third set of selected rows and selected columns; and~~

(11)   ~~optionally selecting one or more additional criteria, said one or more additional criteria corresponding with one or more user preferences, and using said one or more additional criteria to target one or more additional sets of selected rows and selected columns, wherein said one or more additional sets of selected rows and selected columns are a subset of one or more of the first set of selected rows and selected columns, the second set of selected rows and selected columns, the third set of selected rows and selected columns, and/or the fourth set of selected rows and selected columns.~~

2. (Currently Amended)   The method of claim 1, wherein

(1)   each of said plurality of colors is defined by a brightness and a hue~~first color attribute and a second color attribute, said first color attribute being brightness~~, wherein said brightness comprises a ~~is~~light reflective value (LRV) and~~, said second color attribute being intrinsic warmth or coolness (hue), wherein~~ said hue comprises ~~intrinsic warmth or coolness is~~ an intrinsic "temperature" associated with said color independent of other colors;

(2)   said HLG is defined by an x and y axis, wherein said x axis comprises ~~is~~ hue in spectrum order, and said y axis comprises ~~is~~LRV in increasing order;

(3)   each BCFR having ~~has~~a brightness value (B); and

(4)   each BCFR having a warmth value (W).

3. (Currently Amended)   The methods of claim[[s]] 1, ~~and 2~~wherein each BCF comprises ~~includes~~one or more secondary colors.

4. (Currently Amended)   The method of claim 2, wherein B is defined on a scale, each B corresponding to a predefined number of rows of said HLG.

5. (Currently Amended)   The method of claim 2, wherein W is defined on a scale[[ ]], each W corresponding to a predefined number of rows or columns of said HLG.

6. (Currently Amended)   The method of claim 1[[2]], wherein said functionality value is defined by <u>an activity level (AL) and a number of persons (NP) associated with said location</u><s>a first functionality attribute and a second functionality attribute; said first functionality attribute being "activity level" (AL); said second functionality attribute being a number of persons (NP) associated with said location</s>.

7. (Currently Amended)   The method of claim 6, wherein AL is defined on a scale ranging from most active to least active, each AL corresponding to a predefined number of <u>rows or</u> columns of said HLG.

8. (Currently Amended)   The method of claim 6, wherein NP is defined on a scale ranging from a large number of persons to a <u>small</u> <s>least</s> number of persons, each NP corresponding to a predefined number of rows <u>or columns</u> of said HLG.

9. (Currently Amended)   The method of claim[[s]] 1<s>-2 and 6</s>, wherein said AOL value is defined on a scale ranging from least light to most light.

10. (Currently Amended)   The method of claim[[s]] 1<s>-2, 6 and 9</s>, wherein said exposure value is defined on a scale including a range of values, each value being associated with a direction of exposure<s>, said direction of exposure being selected from the group comprising north, south, east, west, northwest, northeast, southwest, and southeast</s>.

11. (Currently Amended) The method of claim[[s]] 6 ~~2, 6, 9 and 10~~, wherein each value of AL on said scale of 1 to 10 is associated with a predefined number of columns of said range of colors selected in <u>the</u> step ~~(2)~~ of <u>selecting a BCF as recited in</u> claim 1.

12. (Currently Amended) The method of claim[[s]] 6 ~~2, 6, 9 and 10~~, wherein each value of NP on said scale of 1 to 10 is associated with a predefined number of rows of said range of colors selected in <u>the</u> step ~~(2)~~ of <u>selecting a BCF as recited in</u> claim 1.

13. (Currently Amended) The method of claim[[s]] 1 ~~2, 6, 9 and 10~~, wherein each value of AOL on said scale of 1 to 5 is associated with one or more rows of said range of colors selected in <u>the</u> step ~~(2)~~ of <u>selecting a BCF as recited in</u> claim 1.

14. (Currently Amended) The method of claim[[s]] 1 ~~2, 6, 9 and 10~~, wherein each value of exposure is associated with a predefined number of columns of said range of colors selected in <u>the</u> step ~~(2)~~ of <u>selecting a BCF as recited in</u> claim 1.

15. (Currently Amended) The method of claim[[s]] 1 ~~2, 6, 9 and 10~~, wherein said spatial emphasis ~~selected in step (10) of claim 1~~ is associated with a ~~one of four~~ quadrant[[s]] within said range of colors selected in <u>the</u> step ~~(2)~~ of <u>selecting a BCF as recited in</u> claim 1.

16-18. (Canceled)

19. (Currently Amended)   The method of <u>claim</u> step-1[[6]], wherein said method is executed electronically using a computing device.

20. (Currently Amended)   The method of <u>claim</u> step-1[[6]], wherein said HLG comprises 78 columns and 10 rows.

21. (Currently Amended)   The method of <u>claim</u> step-20, wherein said fourth set <u>comprises</u> consists of six colors.

22. (Currently Amended)   The method of <u>claim</u> step-1[[6]], wherein each of said colors <u>comprises</u> is a color of paint.

23. (Currently Amended)   The method of <u>claim</u> step-1[[6]], wherein each of said colors <u>comprises</u> is an accent color.

24. (Currently Amended)   The method of <u>claim</u> step-1[[6]], wherein each of said colors <u>comprises</u> is a color and pattern of upholstery.

25. (Currently Amended)   The method of <u>claim</u> step-1[[6]], wherein each of said colors <u>comprises</u> is a color and pattern of wall covering, said wall covering being selected from the group <u>consisting of</u> comprising wallpaper, trim, paneling, molding, wainscoting, stenciling, and fabric.

26. (Currently Amended)   A system comprising:

       a computer-readable memory configured to store at least one user preference; and

       a processor in communication with said memory, the processor configured

to:having a plurality of computer-executable steps to implement and control a color

selection system, said system comprising:

       (1)   displaying generate an interface, wherein said interface is operable to

provides means for displaying one or more selection criteria and for inputting

receive at least one user preference[[s]],[[;]]

       (2)   storing said at least one user preferences in a communications system;

       (3)   using said at least one user preferences to determine a range of colors from

a "hue and light grid" (HLG) based at least in part on said at least one user

preference, said HLG comprising a plurality of colors, wherein said HLG is

divided into "basic color families" (BCF), each BCF comprising including a

primary color, and[[;]]

       (4)   storing said range of colors in said communications system;

       (5)   transmitting output said range of colors to a user.[[;]]

       (6)   based on said range of colors, optionally executing one or more of the

following steps:

           (a)   applying one or more colors selected from said range of colors to a

               location to be colored;

           (b)   generating an executable contract, wherein said executable contract

               includes one or more costs and terms associated with applying one

               or more of said colors to said location;

(c)   ~~printing said report~~.

27. (Currently Amended)   The system ~~method~~ of claim 26 wherein said interface comprises a web page ~~downloaded by said communications system to an internet or an intranet capable of receiving one or more of said user preferences~~.

28. (New)   The system of claim 26, wherein the processor is further configured to generate an executable contract, wherein said executable contract includes one or more costs and terms associated with applying one or more of said colors to said location.

29. (New)   The system of claim 26, wherein the processor is further configured to output a report including said range of colors.

30. (New)   The method of claim 1, further comprising:

selecting one or more additional criteria, said one or more additional criteria corresponding with one or more user preferences;

targeting one or more additional sets of selected rows and selected columns based at least in part on said one or more additional criteria,

wherein said one or more additional sets of selected rows and selected columns comprises a subset of one or more of said first set of selected rows and selected columns, said second set of selected rows and selected columns, said third set of selected rows and selected columns, and/or said fourth set of selected rows and selected columns.

31. (New)   The method of claim 1, wherein said second set of selected rows and selected columns comprises a subset of said first set of selected rows and selected columns.

32. (New)   The method of claim 1, wherein said third set of selected rows and selected columns comprises a subset of said second set of selected rows and selected columns.

33. (New)   The method of claim 1, wherein said fourth set of selected rows and selected columns comprises a subset of said third set of selected rows and selected columns.